

ORDER

KSNV

Orders

Order / Rev: **107975**
 Alt Order #: 06864933
 Product Desc: Horsford/DCCC
 Estimate: 2132
 Flight Dates: 10/18/12 - 10/19/12
 Original Date / Rev: 10/17/12 / 10/22/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact:
 Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: **DCCC/Horsford** *Revised*
 Demographic: A35+
 Product Codes: PLC02
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/19/12	26	\$18,825.00	\$16,001.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$18,825.00	\$16,001.25	0.00
Totals	26	\$18,825.00	\$16,001.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$18,825.00
Market	100%	\$67,232.14

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	28%	\$18,825.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$13,446.43
KTUD	1%	\$672.32
KVVU	20%	\$13,446.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$2,016.96

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/18/12	10/19/12	M-F 5-6a WakeUp w/WagM		5-6a	---TF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--			2			\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/18/12	10/19/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	---T---	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$200.00		0.00						
E 3	KSNV	10/18/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---TF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$700.00		0.00						
E 4	KSNV	10/18/12	10/19/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$900.00		0.00						
E 5	KSNV	10/18/12	10/19/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	---TF--	:30	2	\$425.00	1	0.00	NM	1	\$425.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$425.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	10/15/12-10/21/12		M-F Today Show II 3rd Hr	9-10a		---ThF----	:30	(\$425.00)	0.00	NM				
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 6	KSNV	10/18/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	---TF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$725.00		0.00						
E 7	KSNV	10/18/12	10/19/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	---TF--	:30	1	\$725.00	1	0.00	NM	1	\$725.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$725.00		0.00						
E 8	KSNV	10/18/12	10/19/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,200.00		0.00						
E 9	KSNV	10/18/12	10/19/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,300.00		0.00						
E 10	KSNV	10/18/12	10/19/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	---TF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$1,300.00		0.00						
E 11	KSNV	10/18/12	10/19/12	FacetoFace/Ralston Report FacetoFace/Ralston Report	CM	730-758pm	---TF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$900.00		0.00						
E 12	KSNV	10/18/12	10/19/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$1,200.00		0.00						
E 13	KSNV	10/18/12	10/19/12	The Tonight Show Tonight Show	CM	1135p-1236a	---TF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00

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TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	2		\$500.00		0.00						
E 14	KSNV	10/18/12	10/19/12	Late Night w/Fallon	CM	1236a-136am	---TF--	:30	3	\$250.00	1	0.00	NM	3	\$750.00
				Late Night w/Fallon											
LATE NIGHT W/JIMMY FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	3		\$250.00		0.00						
N 15	KSNV	10/18/12	10/19/12	Last Call w/Carson Daly	CM	136-205am	----F--	:30	1	\$100.00	2	0.00	NM	1	\$100.00
				Last Call w/Carson Daly											
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$100.00		0.00						
													Totals	26	\$18,825.00